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BY D. C. OFFICE  
WESTERN AAA

# NEWS KIT FOR FARMER FIELDMEN



NORTH DAKOTA STATE AAA OFFICE

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UNITED STATES  
DEPARTMENT OF AGRICULTURE  
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FARMER-FIELDMAN:

This kit was prepared with the thought that it would be valuable in conducting our 1942 Wheat Marketing Quota Campaign, although it may be useful in future publicity and informational programs. It gives us something tangible to show newspaper editors when we approach them with promotional ideas.

We must put a lot of punch into our quota drive. We can't afford to rest on last year's success. The referendum comes at a busy time for farmers and getting them out to vote will, perhaps, be our biggest job. We also have the responsibility of presenting the facts about quotas to the general public - to show just how all parts of our National farm program fit in together to maintain a stabilized agriculture - to show how our farm program is indispensable to our maximum contribution to the war effort. Pound away at the importance of May 2nd! An hour or two taken off to vote may mean the difference between fair prices and all our AAA program means to us and total collapse of our agricultural plant.

SEP 14 1945

We have prepared a North Dakota Wheat Marketing Quota Handbook which will be distributed to every eligible voter and to other interested groups. A 1942 quota leaflet for every wheat grower has been sent out from Washington. We hope you'll use the material in this kit in getting vital information to the press.

This office is ready to help in every possible way to get material together for special pages or editions.

NORTH DAKOTA STATE AGRICULTURAL  
CONSERVATION COMMITTEE

# NEWS STORIES —

Here are a few suggestions for Marketing Quota news stories. There are many ways counties can work the success of quotas last year; county wheat loan program, wheat storage and transportation; war crops; and the price factor into their news stories. Many stories can be worked around material in our North Dakota Wheat Marketing Quota Handbook.

1. Story on the price of wheat in U.S. and other countries. (see marketing quota handbook). Tell how quotas and loans bring North Dakota wheat growers better prices than in any other country and what it has meant to farmers and the entire state on last year's good crop.
2. "Testimonial" stories are excellent and carry a lot of weight.
3. More wheat won't help win the war. Flax and other "war crops" will. Many farmers, anxious to do their share, want to know what they can do with land taken out of wheat production. Ring in 85 percent of parity flax price supporting loans that will average at least \$2.10 per bushel. Soybeans may be pushed in some counties.
4. Storage and transportation story. -- Show how quotas help keep production, marketing, transportation, and storage more orderly. Point out the tremendous movement of war materials over railroads, which makes it necessary that transportation not be clogged with wheat. For local interest, recall the difficulties with shipping and storage of wheat last fall. Point out that storage and transportation will be much worse this year, especially if quotas are not in force. Stress orderly marketing and handling.
5. Efficiency story. -- We have plenty of wheat, and it's a waste of time, labor, machinery, and land to expand wheat production. Other crops are needed more.
6. No quotas - no loans! Extension of loan program contingent on quota approval. This could be an interview with a wheat farmer in which he points out the effect of loans on his own income.
7. Explanation of the 1942 quota and just how it will apply.
8. Supply-price relationship. -- Such a story would show the effect that commodity loans have on present wheat prices. Should point out how quotas strengthen loans. Could review wheat price trend in recent years. Local price comparisons should be made.
9. No danger of a wheat shortage. United States farmers have never raised less than 500 million bushels of wheat since 1890. Export outlets not in sight.
10. "Planned production" and orderly handling helps us maintain our conservation efforts. We need to continue conservation if we are to continue production of "Food for Freedom".

Localize stories as much as possible. You perhaps won't attempt to use all of the above suggestions, but we're sure you have ideas of your own which may be used to advantage.

# SPECIAL PAGES



In the past many counties have had excellent success with special pages or supplements. The above samples will give you some ideas for preparing layout and copy for such editions. A small-scale reproduction of a regular size newspaper supplement which has been sent to 4400 newspapers is included with this kit. We believe Marketing Quotas could well be included in such a "Food for Freedom" special page or supplement. The page or supplement might well be titled "SPRING OFFENSIVE" edition or similar heading.

# POSTER ADVERTISEMENTS

**Wheat Marketing Quota Edition**

**UNION COUNTY FARMERS TO HELP DECIDE FUTURE**

**SPEAK UP, FARMERS!!!**

On May 31, a national wheat referendum will be held among wheat farmers — the first time in history.

On May 31, your voice will be heard throughout the nation. On May 31, you will decide between price-supporting wheat loans and cheap wheat.

On May 31, you will decide between wheat support on loans. Export markets are gone. A big crop is on the way. Throughout the world there are three main routes to market: wheat for use, wheat for a market.

The ballot speaks. Your vote may mean the difference between cheap wheat and \$1 wheat.

**SPEAK UP, FAIRNESS!!!**

Dedicated to Agriculture, Union County's First

Heres Where To Cast Your Ballot  
Wheat Market

**Why We FAVOR Marketing Quotas For Wheat**

**collapse**

1931 WHEAT PRICES
10c 10c 10c 10c 10c
10c 10c 10c 10c 10c

**support**

1940 WHEAT PRICES
10c 10c 10c 10c 10c
10c 10c 10c 10c 10c

**1941 WHEAT PRICES?**

Billion bushel supply  
Experts practically stopped  
by AAA program  
Price support borrowed  
from marketing quotas called

**It's your choice—**

**Why Quotas?**

**How They Work**

**To Whom They Apply**

**It's your choice—**

**ADVERTISEMENTS**

hit the eye of the newspaper reader. Ad at top right and lower ad are similar in copy and layout. Both are co-op ads - paid for by firms and persons appearing in signature.

The newspaper ad idea ought to work out pretty well in most counties. The success publishers had with Farm Machinery Repair ads ought to make them receptive to the proposition. The above samples may help you in preparing ad layouts.

# NEWS MATS

FOR RELEASE ON RECEIPT.

## VOTE MAY 2 WHEAT MARKETING QUOTA



Many of your news stories can be illustrated with pictures, or a news mat picture with a few cut lines is very effective and eye-catching. Newspaper editors like pictures and will generally use them. The attached mats have been sent to your newspaper - mention them when you visit editors. "Dress up" your special pages and supplements with a liberal sprinkling of pictures.

SUGGESTED COPY FOR LAYOUT SHOWN ON NEXT PAGE



What have wheat quotas to do with the success of our air force?

Just this -- what we do on the home front can determine the outcome of battles thousands of miles away. For every fighting man at the front, there must be 18 people working on farms, in factories, and elsewhere, to make and ship the things needed at the front.

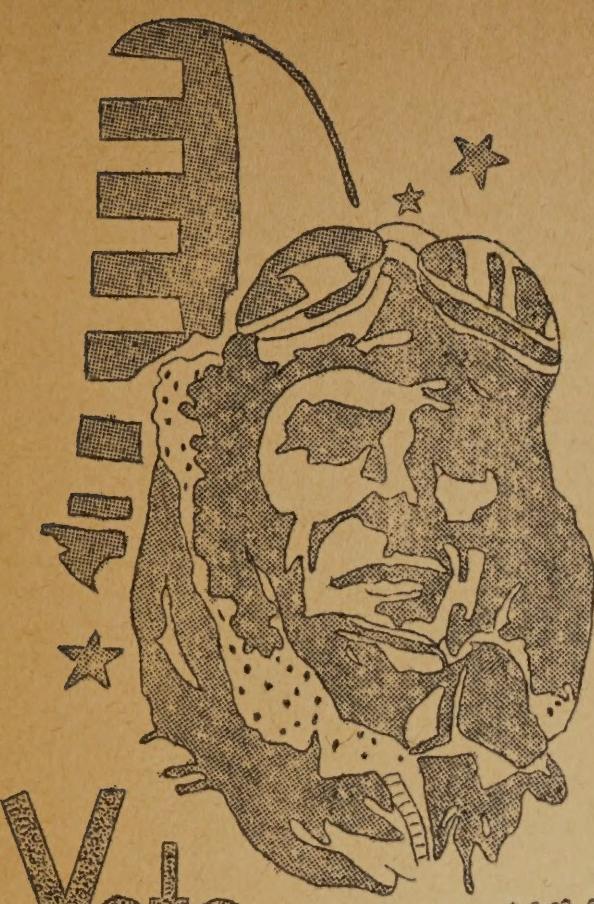
So to keep the boys flying and fighting -- sailing and shooting -- we can't spend much time on frills or things we can do without. That means we shouldn't spend time growing and handling a lot of wheat we don't need now. Our elevators are already crowded with an extra year's supply -- on top of what we'll get in a few weeks from this year's crop. Chances are we're going to have trouble shipping and storing this new crop because of the great surplus now on hand. Without some means of holding it off the market, the new wheat crop can play hob with our badly over-worked transportation system and cripple a vital part of our war effort.

Quotas offer a sane, democratic way to handle this wheat problem. They give every farmer a chance to sell what he grows on his share of the total acreage needed to meet the Nation's wheat requirements. They safeguard the small farmer whose living depends on what he gets for his crop against the dangers of a market broken by a flood of wheat. They will free men, land and equipment for the production of vitally needed foods -- milk, eggs, meat -- and other farm products. They will show the fighting men who defend us that we are on our job behind the front.

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(Illustrations -- Mats of illustrations similar to those shown on the ad layout on the next page may be found in most advertising mat services. The one of the aviator is from page 5 of the April 1942 Meyer Both proof book. The spot drawing of the farmer -- lower right center -- may be a member of Committee or any farmer, or may be omitted).

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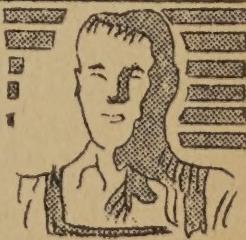


**KEEP 'EM  
FLYING  
*and*  
FIGHTING**

**Vote -- WHEAT MARKETING QUOTAS**

COPY

copy



**Put the Punch Where it Counts!**

# SIGNATURES



VOLUME XXX

April 2, 1942

FOUR PAGES

## County USDA War Board Aids Farmers in Meeting Problems Connected with 1942 Goals

Expansion of vital foods under the "Food-for-Freedom" campaign is being made in this country by agricultural leaders comprising the County United States Department of Agriculture War Board. Similar Boards are functioning in all agricultural centers in the state. In each County the membership of the Board is made up of the chief officers of these agencies of the United States Department of Agriculture (USDA) operating in the county. Chairmen of the State and County Committees are appointed by the Secretary of Agriculture and members of the Boards in each case.

The chief task of the Board is to help farmers produce the needed quantities of foods and fibers called for under the Food-for-Freedom program. This nationwide program aims at record farm production. During November a nation-wide farm-to-farm canvass was carried out under the direction of the war boards and farmers mapped out 1942 farming plans in accordance with production goals. For the Nation, reports of the canvass show farmers plan to meet the goals and exceed many.

Following Pearl Harbor, the goals were completed and revised by the Department, and a still greater production requested in most cases.

Other duties of the Boards are to assist farmers in obtaining supplies essential to farm war production, to help in solving shortages in farm labor and equipment, and to carry out other specific assignments given them by the Secretary.

From time to time, the Boards have been asked to aid in the accomplishment of important national defense objectives in a number of areas. Examples of this are the national farm machinery repair program, and the salvage campaign. Under the latter the Boards are cooperating with the Office of Civil Defense in the collection of scrap iron, rubber, and aluminum.

Farmers are encouraged to report any difficulty in obtaining necessary supplies or materials needed in farm production to the County War Board. The Board is also able to advise the farmer on steps to be taken in seeking deferral of needed farm workers subject to the draft.

## NATION ASKS BIG INCREASE IN OIL CROPS

Farmers who get into successful production of soybeans, peanuts and flaxseed this year will be giving their country a big boost toward victory in the war. Every ton will be boosting their own income.

These three crops are important sources of oils which are needed so urgently for Army, civilian and lend-lease uses. For that reason, the national goal for soybeans has been raised to million acreage; for peanuts, five million acres; and for flaxseed, four and one-half million acres.

To encourage this production, Government prices and loan repayment will be applied, including purchases of soybeans at \$1.60 per bushel, farm basis, for designated varieties of U. S. No. 2 grade, with location and grade differentials; purchases of peanuts at \$2.00 a ton for U. S. No. 1 White Spanish Type; for oil, delivered at the approximate local receiving agency, with location and grade differentials; the purchase of No. 1 Runner peanuts at \$7.00 a ton for oil, for Class A Virginia; and a loan on loans averaging at least \$2.10 per bushel, farm basis, with location and grade differentials.

To further the increase in fat and oils, efforts will also be made to step up production of lard, tallow and shortening.

Cotton-seed is also an important source of oils, but no increase in cotton production has been requested.

## FARMERS STRETCH SCARCE MATERIALS BY CONSERVATION



VITTTLES FOR VICTORY! America's vigorous soldiers have healthy appetites and U. S. farmers are doing their part in solving shortages in the dairy, poultry and meat products, plus fresh vegetables, needed.

## GARDEN NEEDED ON EVERY FARM FOR HOME FOOD

### Program Improves Family Nutrition; Increases Supply

**Vegetables, Vitality and Victory!** These are fighting words to every family in the nation which has the equipment, soil and experience necessary to plant a garden this spring and maintain it throughout the year.

Farmers have had still another serious conservation problem. Millions play an important role in agriculture, production, and much of the nitrogen that normally would be used in commercial fertilizers has been needed in war industries. Farmers have planted increased acreages of leguminous crops and in some instances have increased and then release nitrogen normally pent into fertilizers. The farm program for 1942 calls for a 50 percent increase in the quantity of legumes and seed hoppers produced.

On all fronts and in all the combat sectors of farming during war time, cooperation is the answer to many problems.

Although farmers face a shortage of production facilities, they have been making good progress toward meeting the food production goals of the War Board and the standards of success of the American agricultural war effort. For farmers have met the term "shortage" with a stronger word of their own—*seas* vision.

The conservation efforts this spring will be practiced strenuously in their machine sheds and in and around their farm buildings, as well as in their fields.

Conservation of farm machinery is a most pressing matter for American agriculture. Priorities officials of the War Production Board are urging that farmers turn over all their old machinery of usable condition. In some countries, farmers are finding it preferable to peddle their spare parts, especially those which they have salvaged from junked machinery. In others, however, the repair parts are stripped from the machinery to be sold and placed in the county pool or "bank" where neighbors may swap, buy or sell spare parts.

American farms are veritable mines of valuable metals and through the Office of War War Boards, farmers have been turning in scrap metals and other salvagable materials for the manufacture of ships, guns, and tanks. War Boards are conducting campaigns for the collection of scrap metal and are encouraging already moved hundreds of thousands of tons into war industries. Some of this metal may return to the farms in the form of new farm machinery.

Whenever possible, steel and iron are being replaced with wood. Farmers are saving wooden fence posts in the ground this spring, especially around pasture and grazing land. They are showing ingenuity in conserving metals by using miles materials.

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If America's army of farmers is to stay in the field this spring and win the all-important battle of 1942 production, it will be through the efforts of the only farm people better known than those who live and work in the towns and cities where the farmer gets his supplies—this community, for example.

Abnormal conditions beyond the farmer's control create a situation where the farmer folks cannot handle the job alone, and must seek the cooperation of their urban neighbors because of war-created difficulties.

If for farmers to succeed in



DEPARTMENT OF AGRICULTURE  
WASHINGTON

To the People of Rural America!

The growing season just ahead is the most critical in the history of American Agriculture.

The nation has given farmers a great assignment in which they must not fail—the production of foods and fibers needed by this country and the United Nations in their fight for freedom.

The 1942 production goals which have been set up to fill these needs call for the greatest total farm production in our history. We shall have to use every acre of land, every hour of labor, and every bit of farm machinery, fertilizer, and other supplies to the new which will best serve the Nation's wartime needs.

The most urgent needs are for more of the vegetable oil crops—peanuts, soybeans, and flaxseed. We must also break all past records for production of milk, eggs, pork, and certain vegetables.

The task will not be easy, but I believe that farmers will do the job. I urge that their neighbors in the villages and towns of America give every possible support to this effort. Above all, let us determine that this coming year will overcome shortages of farm labor, machinery, and production supplies to achieve farm goals, and to help our Nation toward the greatest goal of all—Victory and a Just Peace!

Claude R. Wickard  
Secretary

**IMPORTANT NOTE**—The statement of Secretary of Agriculture Claude R. Wickard reproduced above must not be used in whole or in part in advertising. It and the editorial photographs included with this supplement are for editorial use only.

## Community Can Help Solve Farm Production Problems

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Abnormal conditions beyond the farmer's control create a situation where the farmer folks cannot handle the job alone, and must seek the cooperation of their urban neighbors because of war-created difficulties.

If for farmers to succeed in

producing all the required amounts of Food-for-Freedom, their supply of labor will be taxed to the limit, and the town and city folk will be faced with many problems.

These needs will be met by men and women who are harder by harder by work and determination, but they will still need to help people in the nearest community for timely help.

**Helped on Rural Front**

Men and women have been given work to do. When the call comes to fix up tractors and other farm machinery during the winter to prevent trouble later when parts might not be available, the farmer found him in the post office to make repairs and even machine parts into tools.

Women are now in session six days a week, including Saturdays, so that the year's work will be shortened and the children freed earlier to do farm work.

**Milk Keep Livestock**

Since some farm supply firms have given up production, there is less work to be done. When the call comes to help in the post office to make repairs and even machine parts into tools.

Another danger point is the farm

labor supply. To reach increased production goals will demand labor above normal requirements, on the two standards of nutrition, mile and egg.

America is in training just like

any other army in training. There

is a training table with a column

of balanced diet, labor, and eggs,

on the two standards of nutrition,

mile and egg.

America is taking money, and

Americans are spending it. Amer-

ica is spending it on war with

and developing fighting muscle.

Free school lunches and other movements to build sturdy bone and muscle for American soldiers are in full swing.

Women are now in session six days a week, including Saturdays, so that the year's work will be shortened and the children freed earlier to do farm work.

**Food Keep People**

Since some farm supply firms have given up production, there is less work to be done. When the call comes to help in the post office to make repairs and even machine parts into tools.

Another danger point is the farm

## Farmers Begin Job of Meeting Huge Food-for-Freedom Goals To Aid America's War Effort

The more power—time to go over the top—is just ahead for the farmer. Under the banner of the United States Department of Agriculture's Food-for-Freedom program, local farmers are preparing with six million other American farmers to launch the greatest spring offensive this land has ever known.

The task in the 1942 battle of survival, food and fiber to meet the Nation's war-time needs and to supply allied nations with absolutely essential foods and fibers. This wartime program calls for the most total production of all kinds of products in our history and record-breaking amounts of milk, eggs, chicken, hogs, rice, sugar, dry beans and field peas, canning peans and tomatoes, soybeans, and peanuts.

The measure of success of these goals will make the 1942 production season "the most crucial in the history of American Agriculture," as Secretary of Agriculture Claude R. Wickard has stated. For if we expect to win the war, we must have a big enough war job. The final war, many farmers will be complicated by shortages of farm labor, machinery and production supplies.

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**NOTICE!** In the interests of national welfare and in view of the present emergency, no commercial publications or periodicals may be sent to all libraries, schools, and educational institutions.



# MATERIALS AND SERVICES IMPORTANT IN FARM PRODUCTION



**REPAIR MACHINERY NOW** is the message being given U. S. farmers in the spring and summer production seasons approach. Farmers have undertaken record production goals under the Food for Freedom program; machines must be in tip-top shape.

## Care of Farm Machinery Is Vital Factor in War Time

**Keep 'em running!** That's the battle cry of the American farmer as he prepares his farm machinery for the spring and summer production seasons approach. Farmers have undertaken record production goals under the Food for Freedom program; machines must be in tip-top shape.

Farm machinery will receive enough materials to make only about 80 per cent of the equipment available for repair in 1940, although they will have about 150 per cent of the supply of metals and other materials available for 1940 for the production of repair parts for farm machinery. These repair parts, however, may be reduced later as shortages of metals and other critical materials continue.

### Farmers Have Acted

Most farmers have already gone over their machinery at the suggestion of the War Production Board, Department of Agriculture's War Boards, and made the necessary repairs during the winter months. Many have laid by some of the more common parts of their machinery for future use.

But the careful farmer will find it even more important to make frequent checks on the condition of his

## FARM TRACTOR HAS PLACE AS VITAL MACHINE IN WAR

The farm tractor is now an important part of war.

It is important in this national emergency comparable to that of an army tank. Without tractors, America would be sorely crippled on the home front in the battle for Democracy.

Much of the success of the Food-for-Freedom campaign for increased farm production will depend upon keeping every piece of farm machinery at its maximum "hitting power." Farm equipment has to compete with tanks, ships, and guns for many materials. About 97 per cent of the weight of all farm equipment is in steel and cast iron. Copper is used principally for tractor radiators and farm water systems. Aluminum is used in milking machines, and rubber is used for tractor tires.

With war machinery and farm equipment both in need of the same materials, it is important that constant care should be given to the operation and maintenance of equipment. Every姑娘 in every drivetrain, every clutch and every carburetor in America's army of tractors is a weapon against the forces that are seeking to destroy Democracy.

### Care Prevent Trouble

Each part of the tractor's mechanism should be checked more frequently than usual to avoid costly breakdowns. This can be done if the farmer or his helper will have time to take a few minutes a week from other duties to do it, or have it checked by a professional mechanic.

But those few minutes may save many hours of delay later. If a part is needed, it should be gotten as soon as possible. Once a part is replaced later.

Another important thing is the conservation of petroleum products. When a tractor is operating, it is false economy. A few adjustments to the carburetor may make a big difference in the amount of fuel the tractor consumes. Attention also should be given to the fuel tank that is best suited to the type of motor.

The one which farmers of America have found to be the best machinery will determine the hitting power of the Food-for-Freedom drive.



**WOMEN'S LAND ARMY** members will play an important role in America's food production this year, many important government officials predict. This Wisconsin girl believes the modern girl should know how to run tractors and practices driving one on her father's farm.

## War Opens New Fields of Work for Busy Farm Women

The job before farm-women is bigger than ever. Many duties some of them new, will fall to women as the war effort grows.

War industries alone will add ten million workers by July 1, 1945 and the production of women working into agriculture increases. Nearly one-fourth of the national labor force are women.

Rural women become acute, rural women are matching the patriotism of their sisters in industry by going into farm production. Some require the use of a special wrench to reach them. The keeper of keepers will be the one who replaces these hard-to-reach places can be avoided by having the parts where the same time the corners are being braced.

Special care should be given to the question of bolts and angle stock that are to be used. Bolts not be tightened. Welding of small braces, corner pieces, reinforcements and splices should be used to stiffen these frames and make them as strong and rigid as new. Some require the use of a special wrench to reach them. The keeper of keepers will be the one who replaces these hard-to-reach places can be avoided by having the parts where the same time the corners are being braced.

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are advised to check carefully and keep farm labor within their physical capacity.

Gardening, long the woman's food supply, insures the family food supply as well as releasing commercially produced foods for market.

Women are planning to make 1942 a record one for the family garden.

Increases to be met in chicken and egg production are specific parts of the 1942 farm goals.

When the farmer can no longer grow his own food, feed hoppers, stock feeding troughs, stock and storage tanks, or gates, will find excellent replacements made of serviceable wood.

With the assistance of boy and girl helpers.

Increases to be met in chicken and egg production are specific parts of the 1942 farm goals. Here again, women will have as first assistants the children of the family who lighten the work.

Over a period of lean years, farm

women have learned how to sacrifice and now are showing a willingness to use every ounce of this talent for victory.

## FARM LOOKS TO WOOD TO FILL BUILDING NEEDS

### REPLACES METALS DRAFTED FOR WAR

Wood is going back to the farm! It has taken modern war, with its draft of nearly every metal for military purposes, away from its former position as the principal building material around the farm. Wood houses and garages will find wider use as farmers prepare to build new structures or replace old ones. Wood is the largest share of the Nation's war order for farm products.

Farmers are wise to use some of their increased income now to build needed farm structures and to make room for the men in the home. As the war throws more and more of a load on transportation, building materials may be hard to get. As one government agency advises, farmers will do well to buy lumber in advance. In addition to the need of planned construction in advance, there is the need to accumulate a stock-pile of lumber for future needs.

### Advice Building Now

This same authority says that now is the time to build structures for increased production of milk, chickens, hogs or other farm products, to provide storage on the farm for grain and feed, and to construct sheds to prolong the life of farm machinery.

Do not let the shortage of materials makes building impossible, farmers are still able to do minor repairs or repair work around the farm with wood. Wood, tar, and bricke are generally plentiful, and concrete may be used for footings, foundations, walls, silos and stock tanks. Redwood or cypress guitars, wood lath, wood shingles, and shingles, of course, old fixtures of builders.

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**LABOR SAVING EQUIPMENT** is helping farmers meet food for freedom production goals despite general farm labor shortage. Military machines, as shown here, and other modern weapons are taking the place of the men in military service and factory work.

## LOW ANALYSIS FERTILIZERS ARE COSTLY TO FARMERS

One outstanding contribution farmers can make for national defense is to switch from the use of low-analysis fertilizers to higher-analysis fertilizers. At the same time, by using higher-analysis fertilizers, they can get more plant food for their fertilizer dollar and save about \$5,000,000 on their annual fertilizer bill.

It is estimated that about 16 billion tons of sand or other filler will

no plant food value is used in low-analysis fertilizers. By using higher-analysis fertilizers farmers can help the Nation's war effort by reducing the amount of labor required to handle commercial fertilizers, and by reducing the number of bags required so as to help offset the shortage in bagging.

Repair, paint, grease, and adjust your farm machinery now and protect it with housing for longest life.

Farmers who need to erect fences can help the nation's war effort by switching to electric fence system which uses only one strand of wire, but keeps stock in as well as several strands of wire.



NOW is the time to build and repair—that's your part in the National Defense program! The farm defense plant must grow and keep on growing to turn out Food for Freedom. In order to supply your nation with the necessary amount of food to make it strong, first you must construct needed equipment. The war has cut off the supplies of many building materials. Yet there is still a limited amount of lumber and other materials available. Come to the (Your Signature) Company immediately—talk to us about plans—we're proud to help you who serve our country so well!

## WOOD IS STRONG



Use dependable low-cost lumber to put your farm in shape to carry out its war-time job. Your (Signature) wood builds extra-heavy eagles gates, rigid and strong. They will last for years!



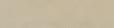
Be sure to provide clean, well-ventilated quarters for your chicks. They need plenty of fresh air and sunlight and therefore glass windows should take up the front part of the house. Let our experienced staff build yours with strong (Your Signature) lumber.



## WOOD IS GOOD

Use (Your Signature) wood to make the garage you want, to keep your car safe and dry. Use it to build sheds for the protection of your farm machinery, feed hoppers, stock trough. Make your farm strong to make the Nation strong!

Protect vital food reserves in storage built of (Your Signature) lumber. Granaries and bins make an ideal investment for growing farm incomes. See us TODAY for plans which require little or none of the scarce materials.

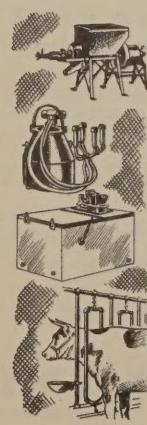


## YOUR SIGNATURE

Do Your Part for National Defense . . . Buy U. S. Bonds and Stamps



## with Modern Labor-Saving DAIRY EQUIPMENT



### Save Labor and Time Increase Production Per Cow Improve Quality

You can help to win the war by producing more milk to make our soldiers, men, women and children stronger. By using the most efficient equipment available, you will be helping to provide more of this vital food for America. Modern dairy equipment will help to

The government has recognized the importance of efficient dairy production by permitting the manufacture of new dairy equipment, while other lines are being cut. Cooperate with Uncle Sam by using machinery to increase your output.

Pictured are four of (Signature's) result-proven production aids, designed to make the most of your raw materials, to conserve time, fuel and labor. Let us show you how to benefit from high production and favorable milk prices. Act today!

### Terms Available

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## USE NAME OILS For FREEDOM From Tractor Troubles!

That's a big job you've got to do, Mr. Farmer—producing the goods we need to win the war! It means you've got to keep that tractor going more often and longer at a time.

Take a tip—you can get a better performance and longer life out of your tractor if you keep it filled with (Signature's) special tractor fuel and longer-lasting lubricants. Our top quality oils are triple-filtered to minimize carbon deposits and double-dewaxed to save motor wear, save gasoline and provide easier starting. Start using (Signature) oils today—be sure of complete freedom from your tractor troubles!

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# Your Allies In the Food for Freedom Fight, Mr. Farmer!



With Home Grown  
CUSTOM-MIXED  
FEEDS

Here's a way you can definitely help our Victory effort. Feed your stock and poultry feed grown right on your own place—feed that has been expertly ground and mixed by us. It's the way you can help to ease the congestion in our already overloaded transportation system, and it's the wise way to cut down on your farm feed bill. Call us now.

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**ELECTRICITY Helps You to KEEP 'EM FLYING**

Everyone knows that this is a war of production. You, the farmers of America, can help win this war of production by making the most of a constant and dependable ally—electric power. Why not install labor-saving electrical equipment on your farm and boost our all-out effort? Ask for free planning service and cost estimate.

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**About FERTILIZER**

**1** War has reduced the precious supplies of some fertilizer ingredients, chiefly nitrate of soda and cyanamide. The quantity of nitrate of soda available for agricultural use is being allocated to areas where most needed.

**2** The total supply of mixed fertilizer available this spring is larger, however, than the amount farmers used last spring. Production of potash and sulphate of ammonia is running ahead of 1941. Superphosphates are still fairly abundant.

**3** War time calls for economical use of fertilizers. We recommend that you buy and use only the higher-analysis fertilizers. They require less transportation, less labor and bags to handle, and give you more plant food for your money. It's the way you can help to keep America going in high gear.

CALL OAK 909 ANY TIME

678 East Briarwood Road  
**SIGNATURE**



**There's Still TIME!**

Yes, there's still time to build up your flocks with healthy, long-life (Signature) chicks. Our stock is known for egg-strain and long-distance layers. Order now for next year's laying flock and help keep America supplied with the food we need.

188 Rand Road  
**SIGNATURE HATCHERY**



Don't let that milking machine get out of order. It's part of our all-out defense effort now. Don't waste time and precious milk, make sure your milking machine is in top condition. We service all makes.

**SIGNATURE**

## YOU CAN DEPEND ON LOCAL MERCHANTS

These merchants who advertise on this page are more than prepared to help the American farmer win his battle of production this spring. They are allies that can be counted on right down to the successful end and we all know is surely coming.

### Services Offered

These merchants, from their regular services, offer expert advice on war needs and are in position to help you save your work and at the same time, help you to increase your production both in quantity and in quality. It will pay you to take advantage of these suggestions and services offered by these merchants—services that

will keep your farm program in high gear and add to the general efficiency and productivity of your farm.

Since this is an all-out effort on the part of the Nation, the American farmer will well appreciate the demands that will be made on him in the near future. It's a job that's not going to be easy, but it's a job that will be handled the only way we know—the successful way.

### Few Suggestions

In order to make our all-out for Victory program a success, see to it that your feed, stock and fertilizer are the best available—see to it that your farm machinery is in the best possible condition at all times—see to it that waste space is eliminated for the duration.

## No DUDS in Signature SEEDS

You can't win a war with blank shells, nor can you win the 1942 battle of farm production with weak-spirited, lifeless seeds. That's why we've been so careful this year to select the finest seeds obtainable—seeds that will give you maximum production and healthy crops. Buy your seeds at (Signature's).

Certified Seeds & Plants  
Disinfectants, Insecticides

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## SIGNATURE



**QUALITY SEEDS** will give you the extra production which America at home and abroad needs so vitally. Our legume seeds are extra pure and high germinating—the kind you need to produce the high-standard crops we need for Victory. Don't delay—dry your needs now.

America Depends on YOU for FOOD for FREEDOM

## Striking Blows for FREEDOM

We're doing our part by serving the farmers who produce Food For Freedom. We can help you to conserve and serve more efficiently—bring your fair problems here for quick, saving service.



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**Defend Your Farm With an ELECTRIC FENCE SYSTEM**

Help to conserve both feed and steel by choosing a (Signature) electric fence system. This system uses only one strand of wire and makes it easier to practice rotation grazing and to salvage other pasture areas. Your cows can receive green crops when they are most nutritious. Install it today and defend your farm!

**Farmers, Do Your Part. Buy United States Defense Bonds and Stamps**

## SIGNATURE



You can help Uncle Sam considerably by producing and saving more of your food needs. A (Signature) freezer locker is the ideal way to preserve meats, vegetables, fruits or any other perishable food. You'll save enough on food costs to more than pay the low yearly rental. Call Oak 678 for complete particulars.

**Ask Your Neighbors About the Many Advantages of a Freezer Locker!**

## SIGNATURE

## Now is the time to IMPROVE YOUR FARM!

**It Can Help Win the War!**

Modernization...for efficiency, for beauty, and for comfort can help win the war. Your farm must be more efficient if it is to produce more...it should be more beautiful for additional enjoyment...and more comfortable for those relaxing moments after your daily work is done. Consider carefully what should be done to improve your farm...consider carefully what these improvements will do for you!

### Make Repairs Outside!



Repair the farm home. Add years to the life of your home and make it more livable with a new roof, new hardwood floors, or a new enclosed porch.

### MODERNIZE INSIDE!



Create a new kitchen...a work place which you will enjoy for years to come. A well-planned kitchen will make it easier to provide the family with excellent meals of Foods for Freedom.

## SIGNATURE

312 South Main Street

**YOUR SIGNATURE**





SHAW  
WALKER